

# **KSUCVM Marketing Team –**

## **Project Request Guidelines and Request Form**

In order to efficiently meet your needs for a communications or marketing-related project, the Marketing and Communications Teams, please review the following information before you submit a project request.

- All project requests should be submitted 30 days prior to the requested due date to allow sufficient time for planning, preparation and production of the project. Please allow 60-90 for complex projects. (Projects submitted inside 30 days are not guaranteed to be completed on the specified due date.)
  - The KSUCVM Marketing Handbook will be used for guidance on all projects.
  - The Marketing and Communications Team will give final approval for all content.

## **Standard Procedure (please refer to specific job procedure in the Marketing Handbook)**

### **Project Planning**

**Step 1:** Submit Inquiry and/or Project Request Form

**Step 2:** Upon receipt of inquiry or request form, the Marketing Team will:

- Will assign a project liaison to respond within one business day with the project requestor
- Develop a Timeline and a Deliverables List within 7 business days, based on complexity of project.
- Email Project Brief to project requestor for review and approval.

### **Editorial and Creative Production**

**Step 3:** Obtain all content from project requestor

**Step 4:** Begin production and creation of 1<sup>st</sup> Draft

**Step 5:** Requestor Reviews 1st Draft - (up to 7 business-day review period)

**Step 6:** Design/Creation of additional draft(s) as needed

**Step 7:** Final Review of additional draft(s) - (7 business day review period)

### **Final Delivery and Quality Control**

**Step 8:** Project is produced and completed based on Stage 7 final review

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Fax Number (if needed) \_\_\_\_\_

CVM Department/Unit \_\_\_\_\_

**Description: Please provide a detailed description of project request – audience, description, content, attachments, contact person (if different from requestor)**

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### Select Project Type

**Please Note:** Each (online) project request will be reviewed, added to the project queue and a delivery date will be established based on project requirements and due date. The Marketing staff will communicate with you to schedule a project kick-off meeting and/or discuss delivery timeline adjustments.

- Most projects require a 60 day notice prior to final delivery
- Larger projects may require 3-6 months' notice

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|--|---|---|
| <input type="checkbox"/> Academic Catalog            | <input type="checkbox"/> Email Blast  | <input type="checkbox"/> Photography                |
| <input type="checkbox"/> Admissions Recruitment      | <input type="checkbox"/> E. News/Web News                                     | <input type="checkbox"/> PowerPoint Presentations   |
| <input type="checkbox"/> Advertisement - Billboard   | <input type="checkbox"/> Events   | <input type="checkbox"/> Print Collateral           |
| <input type="checkbox"/> Advertisement - Direct Mail | <input type="checkbox"/> Facebook/Twitter/Social Media                        | <input type="checkbox"/> Print Materials - Re-Print |
| <input type="checkbox"/> Advertisement - MBTA        | <input type="checkbox"/> Holiday Greetings                                    | <input type="checkbox"/> Program Sheets             |
| <input type="checkbox"/> Advertisement - Newspaper   | <input type="checkbox"/> Homecoming   | <input type="checkbox"/> Public Relations/Publicity |
| <input type="checkbox"/> Advertisement - Print       | <input type="checkbox"/> Institutional Printing                               | <input type="checkbox"/> Open House                 |
| <input type="checkbox"/> Advertisement - Radio       | <input type="checkbox"/> Institutional Printing (Letterhead, Envelopes, etc.) | <input type="checkbox"/> Sponsorships               |
| <input type="checkbox"/> Advertisement - Web         | <input type="checkbox"/> Institutional Signage - Interior                     | <input type="checkbox"/> Vehicle Signage            |
| <input type="checkbox"/> Banners                     | <input type="checkbox"/> Institutional Signage - Exterior                     | <input type="checkbox"/> Video                      |
| <input type="checkbox"/> Brochures                   | <input type="checkbox"/> Media Buying   | <input type="checkbox"/> Video Updates              |
| <input type="checkbox"/> Building/Office Signage     | <input type="checkbox"/> Media Strategy                                       | <input type="checkbox"/> Web Banners                |
| <input type="checkbox"/> Business Cards              | <input type="checkbox"/> Music - Event  | <input type="checkbox"/> Website Revisions          |
| <input type="checkbox"/> Commencement                | <input type="checkbox"/> New Student Orientation                              | <input type="checkbox"/> YouTube                    |
| <input type="checkbox"/> Copywriting/Editing         |   | <input type="checkbox"/> Other _____                |
| <input type="checkbox"/> Consultation/Brainstorming  |   |   |

(You may select more than one)

Quantity requested \_\_\_\_\_

Date project will be distributed or released \_\_\_\_\_

Existing artwork or materials?  Yes  No

If updating a previous KSUCVM print project, what was the name of the project?

\_\_\_\_\_

If you need Advertising, Public Relations & Media buying assistance, please explain more about the purpose and objectives of your needs.

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List any other needs or questions below not covered above:

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